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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/932,714

08/17/2001

Dana Howard Jones

513612000200

6243

25224 7590 11/02/2009
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EXAMINER

BOVEJA, NAMRATA

ART UNIT

PAPER NUMBER

3622

MAIL DATE

DELIVERY MODE

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.



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09932714	8/17/2001	JONES, DANA HOWARD	513612000200

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EXAMINER

NAMRATA BOVEJA

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Commissioner for Patents

Per my voicemail message for Ms. Sheryl Price on 10/29/2009, this is a supplemental action associated with the Final Office Action that was mailed to the Applicant on 10/19/2009 to correct a minor typographical error. Examiner would like to thank Ms. Sheryl Price for contacting the Examiner to clarify this matter.

Please note that claims 1, 3, 5, 6, 10, 11, and 24-26 are rejected under 103(a) as being unpatentable over Krishan et al. (Patent Number 6,442,529 hereinafter Krishan) in view of Official Notice.

Please note that claim 9 is rejected under 103(a) as being unpatentable over Krishan in view of Official Notice and further in view of the article titled, "Stores Lure Credit-Wary Consumers Retailers Employ Range Of Incentives To Draw Applicants," by Richard Foster published in the Richmond Times on November 27, 1993 on page C-1 (hereinafter Foster).

Please note that claims 17 and 18 are rejected under 103(a) as being unpatentable over Krishan in view of Official Notice and further in view of Kaplan (Patent Number 5,963,916 hereinafter Kaplan).

Please note that the grounds of rejection for the other outstanding claims were properly identified in the Final Office Action.

/NAMRATA BOVEJA/
Primary Examiner, Art Unit 3622